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Title Page.

FEB 16 1925

"His High Honor"

A Photoplay in 2 reels.

Author of Photoplay White Productions Inc. U S A.

FEB 16 1925

REQUEST FOR RETURN OF COPYRIGHT DEPOSITS

Date at New York, N.Y.

February 4th, 1925., 19

Register of Copyrights,
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W J Sumner
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PRESS SHEET

MERMAID COMEDIES

"HIS HIGH HORSE"

©CIL 21148



With
Lee Moran

Supervised by Jack White



EDUCATIONAL FILM EXCHANGES, Inc.

MADE IN U. S. A.

890

JACK WHITE'S MERMAID COMEDIES ALWAYS FULL OF PEP AND ACTION

Speed and Originality Essential to Modern Fast Action Fun Films

Jack White was among the first to realize the importance of fast action in comedy. He made it an imperative quality of the comedies he directed years ago—and has been making them faster and faster ever since.

There is nothing as tiresome as a slow picture—and a slow comedy is the most painful of them all. White realizes this and injects into every one of his comedies speed which carries the audience from laugh to laugh without pause.

"His High Horse" starts off with action and keeps it up at a pace which gets faster as the picture progresses. New and clever gags—sure laugh-getters—are introduced every few feet and the result is a comedy that is a certain guarantee of half an hour of excellent entertainment for your patrons.

The Story

Lee is to be the honored guest of the Van Dusen and is coming in style with a chauffeur and footman to impress Van Dusen's daughter, whose hand he is seeking. She is also being wooed by an impecunious Lord, whose only qualification is that he can ride a horse—and horse riding is daughter's pet hobby.

Just before reaching the Van Dusen mansion, Lee's hat blows off. In trying to get it back, Lee falls on the back of a horse which gives him a wild ride, finally carrying him into a barn and nearly kicking the clothes from his back.

Lee goes to the Van Dusen mansion and when the Van Dusen see his dishevelled appearance he explains that he got on a wild horse and after many thrilling escapes, finally subdued him. This makes a hit with Ethel who insists that Lee shall have the honor of being the first to ride "Wild Root," a horse that has never before been ridden.

This phases His Lordship as he knows that horsemanship in the daughter's weakness. He also suspects that Lee can not ride a horse.

As a horseman, Lee is a false alarm and "Wild Root" soon throws him. Then he borrows an old crow-bait with ribs like a washboard, but when he gets a cactus under the saddle, the horse is too wild and throws him in a mass of pitch. Lee is then able to stick in the saddle.

In the meantime, Ethel is riding with His Lordship and her horse becomes frightened and runs away. Lee, on the old horse, tries to rescue her. He is thrown into an automobile and pursues her in this, finally catching up with the runaway and lifting the girl into the car.

Just as he has made the rescue however, the auto hits a snag in the road and Lee is thrown out and lands on the back of "Wild Root," who soon carries him out of the picture and out of Ethel's life.



LEE
MORAN
IN

EDUCATIONAL-
MERMAID
COMEDIES

For Electro Order No. 3567-E
For Mat (Free) Order No. 3567-M

WHAT OTHERS SAY About Recent Mermaid Comedies

"Fast and Furious (Educational-Mermaid):—This is very good. I never had a poor Mermaid yet. I consider them the very best obtainable."

L. V. Feldman,
Orpheum Theatre, Pipestone, Minn.

WHO'S WHO

in

"His High Horse"

The Guest.....LEE MORAN
His Lordship.....Colin Kenny
Mr. Van Dusen.....Glen Cavender
His Daughter.....Ethel Burton
Auntie.....Sunshine Hart

Directed by Arvid Gillstrom

EXPLOITATION

You are making a bid for increased patronage when you utilize the business bringing qualities of the accessories on the Short Subjects on your program.

As a business proposition, figure it this way. There is a great percentage of your patrons to whom the comedy is the most enjoyable item on the entire bill. They come to the theatre as much to see the comedy as they do the feature—and they will come oftener when they are assured that there is a good comedy on the program.

The cost of the accessories on the Short Subjects is so low as to be negligible. A couple of dollars will cover the entire investment in one sheet, three sheet, lobby photos and slide. How many admissions does it take to repay this expense? Not very many—and you have the profit from the admissions purchased by the many who come on the strength of the Short Subject's exploitation.

Give the Short Subject a chance to make this extra profit for you.

PARAGRAPHS For Your Program

Two reels of side-splitting comedy in "His High Horse," the latest Mermaid Comedy.

* * *

Lee Moran, the popular comedian, in two reels of fast-action Mermaid Comedy, "His High Horse."

* * *

In addition to the feature picture—Two reels of snappy and side-splitting comedy—Lee Moran in "His High Horse," an Educational-Mermaid Comedy.

* * *

Added comedy attraction—Lee Moran and the popular Mermaid Comedians in "His High Horse," two reels of fast-action fun.

* * *

You'll enjoy every minute of the new Educational-Mermaid Comedy, "His High Horse" with Lee Moran and a big cast of funmakers.

ACTION AND FUN IN LEE MORAN'S MERMAID COMEDY

"His High Horse" Full of Original Gags and Hilarity

(Newspaper review for use after showing
of picture)

Lee Moran, one of the oldest comedians—in point of screen service—is being featured in the Educational-Mermaid Comedy, "His High Horse" which is furnishing the merriment on the bill at the Theatre.

The comedy is one of those fast-action funmakers done in the well-known Mermaid style which means that there is something funny happening every foot of the picture. The Mermaid style seems to be to secure about five reels of comedy, photograph them and then boil them down to two reels of concentrated fun. The result is generally half an hour of side-splitting action which keeps the movie patrons on the verge of spasms of hilarity.

In "His High Horse" Moran is seen as a young man who pretends to be an expert horseman in order to impress the daughter of a rich family. When he is given the wildest horse in the stables to ride, the results are easier imagined than described.

Several original and clever gags have been incorporated in the picture. Moran is supported by Ethel Burton, Glen Cavender, Colin Kenny and Sunshine Hart. The direction is by Arvid Gillstrom under the supervision of Jack White.

NEW COMEDY IS HIT OF PROGRAM

(Newspaper review for use after showing
of picture)

"His High Horse," two reels of excellent Mermaid Comedy, is proving a comedy hit on the program at the Theatre.

Lee Moran, Ethel Burton, Colin Kenny and Glen Cavender are seen in these hilarious two reels of fast fun which deal with Moran's attempts to convince his friends that he is an expert horseman and the horse's attempts to prove to Moran that he doesn't know anything about equestrianism, with the horse winning the demonstration.

Moran is one of the "old-timers" in the comedy field as he has been appearing in the funny short films for the last dozen or more years. He was for a number of years teamed up with Eddie Lyons and they made hundreds of comedies together. He has lately been appearing in Mermaid Comedies under the supervision of Jack White and under the direction of Arvid Gillstrom, who directed "His High Horse."

"MODERN COMEDY AS CAREFULLY MADE AS FEATURE," SAYS WHITE

Must Have Best Material For Best Results Says Producer

(Prepared as advance publicity story)

That as much care is taken in the production of the modern fast-action comedy as is taken in the making of the larger and more serious feature productions is the statement of Jack White, the young producer-director of Educational-Mermaid Comedies.

"The day of the 'cheap' comedy has passed" says White, supervising director of "His High Horse," the Educational-Mermaid Comedy which will be on the bill at the Theatre "Years ago the comedy, especially the short length ones, were looked upon by both producer and exhibitor as being 'cheap' in all that the name implies. Cheap people, cheap sets and cheap stories, slipshod methods of production and general carelessness about appearances characterized the old comedies. Now these methods are as out of date as a one cylinder automobile.

"In the production of Mermaid Comedies we employ a staff of experts, technical men, scenic artists, architects and mechanics which outnumber the staff at many of the feature producing plants. Our people are chosen by a casting director and their wardrobes must be up-to-date and well fitting. In 'His High Horse' an exclusive location was secured, as beautiful as anything ever seen in feature pictures and the players were outfitted with the most modern riding clothes that could be procured in Los Angeles shops.

"Comedy producing is no different from feature producing. You must have the best to get the best results."



LEE MORAN
and
ETHEL BURTON
In a scene from
"HIS HIGH HORSE"

For Electro Order No. 3568-E
For Mat (Free) Order No. 3568-M

BEAUTIFUL SPOT USED IN COMEDY

(Prepared as advance publicity story)

One of the most beautiful locations ever used in a fast-action comedy was secured as a back-ground for the Educational-Mermaid Comedy, "His High Horse" which will be at the Theatre The location is one of the palatial estates located in the Beverly Hills district of Hollywood. The house and yards are laid out after the manner of old English estates and is true to every detail with the exception of palm and pepper trees, which, of course, never graced an estate in England.

Lee Moran is featured in this comedy which revolves around the hero's attempts to make his rich friends believe that he is an expert horseman. Ethel Burton is seen in support and the direction is by Arvid Gillstrom.

MERMAID COMEDY WITH LEE MORAN

(Prepared as advance publicity story)

Lee Moran, the popular comedian, will be seen in another Educational-Mermaid Comedy, "His High Horse," at the Theatre The location is one of the palatial estates located in the Beverly Hills district of Hollywood.

Moran is one of the oldest of the screen comedians. He has been appearing in the short comedies since 1912 and was for many years a partner in the well known comedy team of Lyons and Moran.

In "His High Horse" he will be supported by a cast including Ethel Burton, as his leading lady, Colin Kenny, Glen Cavender and Sunshine Hart.

Adding a Salesman Without the Extra Cost!

IF YOU are one of that dwindling few who still ignore the added attraction on your bill and concentrate all your advertising on your headline or feature picture you are passing up the services of a crack little salesman who is willing to sell admissions for you without any extra cost. A good tip is to follow the policy of the vaudeville showmen whose long experience teaches them the wisdom of advertising ALL the acts—not just one.



One Column by One Inch "Ad" Cut
For Electro Order No. 3569-E
For Mat (Free) Order No. 3569-M



Two Column by One and One Half "Ad" Cut
For Electro Order No. 3570-E
For Mat (Free) Order No. 3570-M

For Three Column Cut on Page One Order
Electro No. 3571-E Mat (Free) No. 3571-M

ACCESSORIES

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets
Duo Tint 11 x 14 Lobby Cards
(Eight Cards to Set)

Black and White 8 x 10 Photos
(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts
and Mats

Two Column, One and One Half Inch, Newspaper
"Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(All Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

No foolin'!—"His High Horse" is one of the funniest comedies you ever saw. Don't miss it.

* * *

Lee Moran, Ethel Burton and a big cast in "His High Horse," a snappy Mermaid Comedy.

* * *

Oodles of laughter and fast action in the Mermaid Comedy "His High Horse." Lee Moran is starred.

* * *

A half-hour of hilarity in "His High Horse," a new Educational-Mermaid Comedy with Lee Moran.

* * *

Lots of fun and side-splitting comedy in "His High Horse," the new Educational-Mermaid Comedy.

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